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PRESS RELEASE

February 9 - 12, 2010 edition

The Première Vision Pluriel shows, focusing on creativity, continue their upward curve

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The six Première Vision Pluriel shows (Expofil, Première Vision, Indigo, Le Cuir à Paris, ModAmont, Zoom by Fatex) all registered increases. Together, they showed a rise in the number of visits by 6.3% over the comparable year-ago session (February 2009). Highly motivated international buyers voiced surprise and enthusiasm for the bold propositions of the some 1,500 exhibitors gathered from 9 - 12 February 2010 at the Parc d'Expositions de Paris Nord Villepinte.

With buyers clearly manifesting a renewed desire to stand out, the shows comprising Première Vision Pluriel accelerated the dynamic begun last September and provided a new demonstration of the leadership position of this unique gathering of shows. A performance that is a good omen for the economic evolution of businesses in the fashion world.

Première Vision/Expofil: edition marks a memorable step on the road to recovery

An unquestionably energetic mood pervaded the last show. No longer a merely promising tremor, but a true bubbling-up of energy was remarked by many visitors and exhibitors, who emphasised the session's overall positive vibe.

This energy was conveyed above all in terms of visitor figures, though inevitable disparities emerge depending on country and sector.

Overall, Première Vision and Expofil together registered 40,870 visits from fashion professionals, a rise of 5% over the February 2009 edition. The rate of international visitors continues to be remarkable, at over 71% of the total.

Europe showed an increase in visitors (+ 3.9 %), with Sweden (+ 21 %), The Netherlands (+ 15.4 %), Great Britain (+ 11.9 %) and Italy (+ 8.5 %) showing some of the largest increases. France also showed a rise, with an increase of + 5.6 % in visitors.

To the east, the Baltic countries taken as a whole gained ground, with record increases for Latvia (+ 66.7 %) and Lithuania (+ 44.2 %).

Russia showed a notable progression (+ 41.3 %) and for the first time made it into the top-15 visitor countries. Ukraine demonstrated similar dynamism, with a + 21.6 % rise in visitor numbers. Turkey also showed a strong increase (+ 31.6 %) and now ranks 9th among visiting countries.

In Asia, while Japanese and Chinese attendance weakened, with trips undoubtedly impacted by New Year celebrations, South Korea and Hong Kong strengthened their presence, with respective increases of + 45.1 % and + 31.7 %

Both American continents saw increases, notably, for Latin America, Mexico (+ 38.4 %), Chile (+ 25 %), Brazil (+ 23 %) and, for North America, The United States (+ 15.7 %).

By coming to Première Vision, buyers are choosing the efficacy of a large and highly creative offer that allows them to stand out. Said Edina Ronay (UK): *"The show is great because it is where everybody is and it saves us time - instead of visiting several shops we can source all we need in four days..."*

Efficiency, the creativity of updated collections, a source of inspiration, fashion information and forums...the show's advantages appeal even to major brands of neighbouring sectors. As Sébastien Gass, Head of Product Management at Swatch (Switzerland), pointed out: *"I have to come to Première Vision, even though later we have to find applications that are specific to the watch and jewellery sectors, which are obviously not found here. But Première Vision remains a must-see for its transversal impact."*

Buyers showed a high degree of energy, truly reflecting one of the key words for spring summer 2011: movement.

A corner has been turned. Fabric choices are staking out ever more relaxed fashions. Boundaries between tailoring and casualwear are disappearing. Finishings originating in sportswear are broadening their zones of influence, emerging on ever more refined bases. Fantasy opens a new dialogue between fabric freshness and decorative opulence. Buyers are (enormously) tempted by liveliness and definitively won over by fluidity.

Accompanying (and intensifying) this energy, the new design of the show was applauded by exhibitors and visitors. "Refined," "limpid," "fresh," and "simple," were the adjectives heard often in the aisles and stands to describe this white city, the new face of Première Vision.

The serene and futuristic atmosphere was found to be quite stimulating as well. As Christopher Lai, Vice President of Toppy Trading (Hong Kong), pointed out: *"It is more pleasant, more open. That makes me feel like I'm in space. It gives a totally new feeling on the new generation of 2010."* And Olga Vilshenko, creative director of Omela (UK), added: *"The new layout brings such an energetic vibe. It was quite shocking on the first day to see everything so bright. I really liked it!"*

After the enthusiasm generated by this edition, the stage is set for the autumn winter 2011-12 collections, to be presented from Tuesday 14 to Thursday 16 September 2010, at Paris-Nord Villepinte. The passage to three days, for all the Première Vision Pluriel shows, is in answer to a call from a by-now majority of exhibitors, who must address buyers' new working rhythms, and who want a more concentrated formula.

Before that time, Première Vision will be seeing professionals throughout the globe for the shows it organises in the world's leading fashion markets. Get out your agendas!

Upcoming international dates

- **Première Vision Moscou**

10 - 11 March 2010 / www.premierevision.ru

- **Première Vision Tokyo / Jitac**

23 - 25 March 2010 / www.premierevision-jitac.jp

- **Première Vision China Beijing**

31 March - 1 April 2010 / www.premierevision.cn

- **Denim by Première Vision**

2 - 3 June 2010, Paris / Halle Freyssinet / www.denimbypremierevision.com

- **Première Vision Preview New York**

14 - 15 July 2010 / www.premierevision-newyork.com

- **Première Brasil / Sao Paulo**

21 - 22 July 2010 / www.premierebrasil.biz

- **Première Vision - Première Vision Pluriel / Paris**

Tuesday 14 to Thursday 16 September 2010

www.premierevision.fr / www.premierevision-pluriel.com

Première Vision Pluriel dates in 2011

- Tuesday 8 to Thursday 10 February 2011

- Tuesday 20 to Thursday 22 September 2011

www.premierevision.fr / www.premierevision-pluriel.com

For more information and to download photos : www.premierevision.fr / www.expofil.com

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Press release ***Indigo Fashion edition***

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Indigo outlines recovery

The Indigo show was already feeling early indications last September; **now, in line with the January 2010 session of Direction by Indigo in New York, the February Paris edition provides confirmation: a recovery is being sketched out upstream in the textile chain, and decoration is present in all collections**, in prints, plays on weaves, 3D patterns, and jacquard motifs.

Each session, the show dedicated to textile design and creation taps a clientele of faithful visitors who know they are going to find an offer unlike any other in the world. Said Matilde Brianceau, head of formal wear at the UK company New Look: *"We buy almost all prints from Indigo, because it is very unique and we know it can't be copied."* In spite of the bad weather that battered most of Europe, and difficulties with the RER train on the second day of the show, visitor results are holding steady, **with 13,456 visits over 4 days, and even show an increase when compared to February 2009 (+0.25%)** and when compared with last September's session (+0.7%) While not reaching the record level of September, the first day of the show was extremely busy, with over 4,000 visits.

Indigo continues to register an extremely high rate of international visitors (76.5 %) when compared with other events in the textile sector. Behind France (3,203 visits), Great Britain showed a significant increase of over 14% when compared with February 09, with 3,034 visits. In third place, Italy remained stable with over 1,100 visits, followed by Germany (770), and Spain (624).

Among leading visitors, there were particularly good showings from Turkey (+28%), the United States (+11%) and South Korea (+10%).

The emergence of some countries in the top ten visiting countries confirms the evolution of markets, such as South Korea and Turkey, for whom the buying of patterns indicates a desire to differentiate themselves and move up in terms of product range.

The impact of the presence of the whole textile chain is felt with the **Première Vision Pluriel exhibitors and particularly those of Première Vision, who represent 11% of entries**. Since Indigo has located to its place near the weavers' show, these last have become accustomed to visiting the design studios and come to prepare or update their collections.



9, 10, 11, 12 February 2010

In the fashion area, the "Influences" document dedicated to spring summer 11 imposed colour as a key value, elaborating variations around five proposed themes: "springtime vitality," "natural/artificial," "happy figurative," "between two seas," "wild and marvellous," "in pieces." A clean, invigorating ambiance to energise activity and infuse seasons to come with optimism.

Normally held over 4 days, Indigo will turn over a new page next September, along with the other Première Vision Pluriel shows, which will now be taking place over **3 days, from Tuesday 14 to Thursday 16 September 2010.**

Paris, 18 February 2010

Upcoming shows

***DIRECTION by Indigo in New York 13 and 14 April 2010
Indigo Home Edition in Brussels from 14 to 16 September 2010
Indigo Fashion Edition in Paris from 14 to 16 September 2010***

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